

Montana WIC Program

Retail Newsletter

Training Issue 2013

SUMMER 2013

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Please share this
information with
your staff.



New Formula Change Coming in June!

Similac Total Comfort powdered infant formula in a 12.6 ounce can is a new option for WIC participants. This formula is only available in a powdered format. It is considered a contract formula, which means that any WIC participant can request this formula. If participants have this formula specified on their benefits, they may purchase it. We expect that this will be a highly prescribed formula, so please **check with your formula distributor as soon as possible about getting Similac Total Comfort on your shelves.** Your local retail coordinator will be contacting you soon about the availability of this formula. If you have any questions or concerns, please contact the State WIC office and we will be happy to help you!



Product Name and Size	upc Information
Similac Total Comfort 12.6 oz powdered can	070074625997



Montana WIC Facts April 2013

- ⇒ WIC participants served – 20,339
- ⇒ Authorized retailers – 196
- ⇒ Benefits (checks) paid – 50,449
- ⇒ Benefits (checks) rejected – 366
- ⇒ Top rejection reasons:
 - » Missing Stamp – 143
 - » Illegible Stamp – 90
 - » Over Max Price – 76
 - » Missing Signature – 26
 - » Early Cashing – 5



WIC Materials Available for Training

The training issue of the WIC newsletter should be used to train new store employees and provide a refresher to existing employees. Use this newsletter together with the following materials to provide comprehensive training:

Call the State WIC office for additional copies or refer to the Retailer page of the WIC website <http://wic.mt.gov>.



Gerber Infant Cereal Packaging



8 oz Portfolio			
Product Name		UPC	
From	To	From	To
Rice Cereal	--	0 15000 00704 1	0 15000 07000 7
Oatmeal Cereal	--	0 15000 00702 7	0 15000 07001 4
Barley Cereal	--	0 15000 00703 4	0 15000 07002 1
Mixed Grain Cereal	MultiGrain Cereal	0 15000 00701 0	0 15000 07003 8
Whole Wheat Cereal	--	0 15000 00705 8	0 15000 07004 5
16 oz Portfolio			
Product Name		UPC	
From	To	From	To
Rice Cereal	--	0 15000 00714 0	0 15000 07050 2
Oatmeal Cereal	--	0 15000 00712 6	0 15000 07051 9
Mixed Grain Cereal	MultiGrain Cereal	0 15000 00711 9	0 15000 07052 6

Gerber is now offering their infant cereal in a more user-friendly packaging that is designed to avoid spills. The only difference now is that the box has a plastic lid and the UPCs have changed. The pricing for this product will remain the same. **This is still an authorized food item and participants will be able to choose this when they are shopping at your store.**

Early Cashing of Benefits

Please check that the dates on the WIC benefits are valid. Do not accept WIC benefits before the “First Day of Use” or after the “Last Day of Use.” Record the date of redemption in the date box on the benefit. The bank will reject the benefit if it is redeemed outside of the posted use dates listed on it. **Any benefits redeemed outside of the valid use range are not available for review and will not be reimbursed.**

Upcoming EBT

The WIC EBT project will be starting in July. The proposed time frame for full roll out is about 18 months. You will hear more about this project as we get started (about July 1) and move through the process of getting ready and fully implementing EBT in the WIC clinics and in your stores. In order to make this transition as smooth as possible we are pulling together a vendor advisory council. We are very interested in working with you as we move forward! **If you are interested in joining the vendor advisory council, or you have questions regarding EBT implementation, please contact the Montana WIC Program at 1-800-433-4298, option 2.**

Introduction to the Vendor Team

Leah Steinle – Vendor Program Team Lead

Leah Steinle has been with the WIC program for four years, working in various sections of program, including vendor. She is now the vendor team leader and is the main contact person for benefit (check) review, participant fraud and abuse and questions about allowable WIC foods.

Glade Roos – Vendor Coordinator

Glade joined the vendor team a year ago after moving to Montana from Utah. He is the main contact person for contracts, stocking levels, formula exemptions, retail monitoring and Farm Direct.

Kevin Moore – Vendor Coordinator

Kevin Moore just joined the vendor team. He comes to program with experience in Farmer's Market and the Farm to School Program. He is the main contact person for price surveys, peer groups, website support, the retail newsletter and the UPC database.



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Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and general program questions.

Contact Glade Roos (406-444-2841) at the State WIC office with questions about your contract or stocking requirements

Contact Kevin Moore (406-444-4746) when pricing changes for WIC foods.

Contact Leah Steinle (406) 444-5530 for questions about benefit redemption or allowable WIC foods.



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